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Handout:

AIDA, ACCA, and PPPP Formulas

COPYWRITING FORMULAS:

AIDA, ACCA, AND PPPP

AIDA

GRAB THE READER'S ATTENTION
AND MAINTAIN IT WITH AN INTERESTING THING YOUR READER WANTS.

AIDA STANDS FOR:



ATTENTION

First,
grab the reader
by their eyeballs
with a prominent
piece of copy

–

HEY YOU CHECK THIS OUT



INTEREST

Next,
get them interested
by mentioning
something different,
special, or unique

–

OOH SHINY!



DESIRE

Explain
to your audience
why they should really
want what you're offering

–

THIS IS AMAZING
AND YOU NEED THIS



ACTION

Finally,
ask them
to do
something
to get the payoff

–

JUST CLICK HERE MY FRIEND

This approach is useful when the audience already knows about your product or service but you want to **appeal to their emotions** to generate a response, like with commercials and online ads.

EXAMPLE:

- **ATTENTION** Do you love making homemade pizza?
- **INTEREST** Then you'll love the PizzaSlice3000, the easiest way to slice any style pizza into any shape you want
- **DESIRE** With this patented low-frequency laser, the PizzaSlice3000 cuts much faster and more safely than rusty old pizza wheels and cutters. And you can order yours today for just \$9.95!
- **ACTION** Check out our website 'PizzaSlice3000.com' or order yours today through Amazon Prime.

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ACCA

RAISE AWARENESS OF AN INTERESTING THING
YOUR READER WANTS AND EXPLAIN WHY THEY SHOULD WANT IT

ACCA STANDS FOR:



AWARENESS

THIS IS HAPPENING
or
THIS EXISTS



COMPREHENSION

WHY IS THIS
RELEVANT
TO YOU (the reader)



CONVICTION

YOU CAN
+
SHOULD GET THIS / DO THIS



ACTION

HERE'S
HOW

This approach is useful when you need to introduce your product or service to an audience and need to **appeal to their** logical side to generate a response, like with how-to articles or blog posts.

EXAMPLE:

– **AWARENESS** The MarketingForce Annual Conference is coming to your area!

– **COMPREHENSION** As a subscriber to our marketing newsletter, we know you're interested in marketing topics and training. This conference features multiple workshops taught by industry leaders for marketers of all levels of experience.

– **CONVICTION** Choose between half-day and full-day workshops on multiple topics: campaign management, analytics, social media, you name it! Never attended before? We'll give you 50% off your first registration!

– **ACTION** Sign up for your own workshop today using this link...

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PPPP

USE PROOF AND EVIDENCE TO SUPPORT A PROMISE THAT APPEALS TO YOUR AUDIENCE.

PPPP STANDS FOR:



PICTURE

Paint a picture that appeals to someone



PROMISE

Make a promise by offering great benefits of your product or service



PROVE

Show how your service has actually worked for customer already



PUSH

Ask the reader to take action

If you've got great customer stories and testimonials or historical data to show the success of your product, the PPPP formula could be a great way to promote it.

EXAMPLE:

- **PICTURE** When you're meeting up with friends in the city, nobody wants the hassle of driving or parking. This is where Uber comes in.
- **PROMISE** Our fleet of friendly, reliable drivers will arrive at your door and take you anywhere you want to go.
- **PROVE** Our customers love the convenience and savings. We've got 99% customer satisfaction, and by paying only when you use our service, our average customer has saved hundreds of dollars a year on gas, tolls, parking, and maintenance - not to mention stress.
- **PUSH** Sign up for Uber today and your first month is free!